



a resource or an activity. Often, it's useful to identify other variables as they relate to key resources and key activities. At the risk of stating the obvious, a variable is just something that can go up or down over time.

This so-called stock-flow type of representation is useful because it offers the opportunity to associate numbers and mathematical relationships with the icons. In turn, that enables us to simulate those relationships over time, and observe how performance plays out. That's what we mean by shifting from thinking in snapshots to thinking in movies.